

Message Text

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SUBJECT: FY'78 COUNTRY COMMERCIAL PROGRAM - THIRD QUARTER REPORTM

REF: TEL AVIV 4134

1. DURING THE FY'78 THIRD QUARTER FOUR PROMOTIONS WERE HELD IN THE INTERNATIONAL COMMUNICATIONS AGENCY (ICA) EMBASSY AUDITORIUM: (A) ACUITY SYSTEMS INC. DEMONSTRATED THEIR OPHTHALMIC EQUIPMENT APRIL 10-12; (B) GELMAN INSTRUMENT'S REPRESENTATIVE HAD A THREE DAY SEMINAR ON FILTRATION EQUIPMENT MAY 15-17; (C) SEVEN COMPANIES FROM THE PARIS T.C. SECURITY EQUIPMENT SHOW PARTICIPATED IN A SPIN-OFF SHOW JUNE 5-7; AND (D) ITEK DEMONSTRATED ITS LATEST EQUIPMENT IN PRINTING/PROCESSING AND PLATE MAKING, JUNE 27-28. ALL THESE PROMOTIONS WERE CARRIED OUT WITHIN BUDGET AND TO THE SATISFACTION OF ALL PARTICIPANTS. OFF-THE-FLOOR SALES FOR THESE PROMOTIONS TOTALED \$174,000, EXCLUDING GELMAN INSTRUMENT WHICH DID NOT INTEND TO PRODUCE IMMEDIATE SALES.

2. THE THIRD QUARTER WAS MARKED BY EXTENSIVE, BUT IMPORATN, NON-E/C ACTIVITIES TYING UP A GOOD PART OF OFFICER AND CLERICAL RESOURCES. DEPSITE THIS, CAMPAIGN ACTIVITIES AND OTHER SPECIAL POST EFFORTS (OSPE) WERE COMPLETED.

3. A 34 PAGE ISSUE OF THE COMMERCIAL NEWSLETTER WAS MAILED TO ABOUT UNCLASSIFIED

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900 BUSINESSMEN AND COMPANIES IN JUNE.

4. NEW CURTAINS FURTHER IMPROVED THE APPEARANCE OF THE COMMERICAL LIBRARY.

5. SVENTEN T.O.'S WERE GENERATED IN VARIOUS FIELDS INCLUDING ELECTRONICS, HOUSEHOLD APPLIANCES, ELECTRICAL EQUIPMENT,

METALS AND TEXTILES.

6. FIVE BUSINESSMEN VISITED THE US ON FBP PURCHASING MISSIONS IN THE FIELDS OF TEXTILE PRODUCTS, QUTOMOTIVE, HOTEL, AND WASTEWATER TREATMENT EQUIPMENT. ALSO, A 20 MEMBER GROUP OF FILLING AND SERVICE STATION OWNERS VISITED A NUMBER OF SITES IN THE U.S. CONSIDERABLE TIME AND EFFORT WERESPENT IN ASSISTING THESE MISSIONS.

7. MEETINGS WITH REPS AND END-USERS OF MINICOMPUTERS AND PERIPHERALS AND COMMUNICATIONS EQUIPMENT, INCLUDING ISRAEL BROADCASTING CORPORATION, WERE HELD.

8. PREPARATIONS FOR RECRUITMENT OF TECHNOLOGY '79 WERE BEGUN. THIS ADDITIONAL ACTIVITY WILL REQUIRE SOME ADJUSTMENTS IN THE FY 1979 CCP AS ORIGINALLY PROPOSED BY THE EMBASSY.

9. PREPARATIONS FOR AT LEAST TWO MINI-SHOWS, COVERING MINICOMPUTERS, COMMUNICATIONS EQUIPMENT AND OTHER ELECTRONIC INSTRUMENTS AND TOYS AND GAMES, HAVE STARTED.

10. UPDATING OF F.T.I. IS SLOWLY PROGRESSING IN THE FACE OF INCREASED CLERICAL WORK.

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11. SIXTY-THREE WTDR'S WERE PROCESSED BY THE POST.

12. EIGHT ADS'S WERE PROCESSED AND SIX ARE IN VARIOUS STAGES OF PROCESSING.

13. FOUR TRADE CENTER AND STATESIDE SHOWS WERE PROMOTED.

14. EMBASSY NOW PREPARING FINAL FY'79 CCP DRAFT AS RESULT OF VISIT OF CAGNE DEPUTY DIRECTOR MCCAULEY.

15. EMBASSY SUPPORTED LOCKHEED AIRCRAFT'S ATTEMPT TO SELL TWO L-1011S TO EL AL.

16. EMBASSY WOULD LIKE TO EXPRESS ITS APPRECIATION TO ICA FOR THE USE OF ITS AUDITORIUM WHICH IS BECOMING A VERY USEFUL AND POPULAR TRADE PROMOTION TOOL.
LEWIS

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